

Announcing... *an Important New Concept* *in Executive Self-Training*

**... a new, continuing course that immediately
broadens your chances for business success!**

"THE EXECUTIVE'S WORKSHOP"

Dear Sir:

In just three weeks The Bureau of Business Practice will release the most comprehensive training program ever devised for men like yourself whose goal is the top rung of business success:

"THE EXECUTIVE'S WORKSHOP"

Here at last is a practical program that will prepare you for all the duties and responsibilities you will face as a member of upper management. It was designed by six of the foremost executive training experts in the country . . . and no rising executive with the desire to improve himself can afford to pass it up.

This dynamic series of 12 monthly portfolios - each including concise and thorough self-training in every essential executive area - will vastly upgrade your business knowledge and skills and steadily increase your chances to rise in management.

With the very first portfolio, you will discover new ability to tackle critical assignments, make strategic decisions and take on key functions with ease and confidence. Your potential for reaching the executive level and the money that goes with it - will skyrocket! Here's why:

**Gives You New Power and Confidence
in Dealing with People**

Each month the
Workshop gives
you the most

effective training in managing people. You are taught how to spot problem areas and correct them before they become serious. You are trained in the best methods of employee motivation and counseling. The course prepares you for working with coordinates

and superiors - shows how to gain their respect and confidence - virtually assures you of cooperation.

Cut Through Your Daily
Reading in Half the Time

Each month the Workshop's amazing Speed Reading Course teaches you how to speed through your daily business reading in half the time - with greater retention of facts and figures than ever before. It enables you to completely absorb correspondence, reports, memos and other "must" reading. It gives you more time for other work, extra hours for tackling new jobs and challenges.

Acquire a New Mastery
In Your Writing

The Workshop concentrates heavily on upgrading your writing skills, teaching you how to organize your thoughts and convert them into effective communications. You are shown how to dictate more effective letters, how to write better reports and memos. In addition, the Workshop builds your business vocabulary, helps you polish your grammar, points the way to eliminating trite phrases and overworked words.

Gain New Knowledge About
Product Marketing

The Workshop lessons give you a complete grasp of the 15 factors necessary for the successful marketing of any product. It prepares you for important contributions to your company's marketing strategies. You are taught how to conduct marketing research, analyze statistics and data, prepare precise reports for upper management.

Offers a Complete Course
In Executive Mathematics

The Workshop teaches you the 24 proven formulae for mastering all forms of business mathematics. In a short time you will find yourself able to get to the heart of profit-and-loss statements, easily handle balance sheets and budgets, create price structures. It's a course unlike any you've ever taken, one that makes business mathematics easy regardless of your previous training and ability.

Helps You Sell Products,
Ideas - and Yourself!

This vital course thoroughly trains you in the techniques of modern salesmanship, gives you the 12 cardinal sales strategies essential to every executive. You learn how to prepare campaigns, read charts and graphs. You are shown how to sell your ideas and yourself, how to build your employer's confidence in your capabilities, how to make certain you'll be considered when there is an opportunity for advancement.

Builds Ability to Perform
Well in All Executive Areas

In every monthly portfolio you'll receive the best instruction in the general skills imperative to success as an executive. You are taught how to conduct effective meetings and conferences, a course in public relations, techniques for delegating responsibility, methods for dealing with salesmen and visitors and, in effect, everything you will need in your role as an administrator.

Gets the Most From Every
Minute of Your Working Day

Enclosed in a special matching binder, this final section trains you to analyze your assignments, control confidential information, and maintain a tight, well-planned schedule. And, once the course is completed, the section becomes a personal desk-top reference and executive diary that will serve you for years to come.

Every portfolio in THE EXECUTIVE'S WORKSHOP stands by itself as a complete training session in executive skills. Each lesson is followed by a self-scoring test that makes certain you have mastered the material.

The Workshop was designed for use at home in your spare time. Each monthly portfolio requires only one or two hours a week. And each one is complete - there is no added expense for textbooks, worksheets and pads. Ample space is included with each lesson for working out problems, practicing and completing tests.

UNLIKE ANY OTHER FORM OF EXECUTIVE TRAINING EVER MADE
AVAILABLE TO THE BUSINESS WORLD

Don't compare the Workshop to any other form of executive self-training. Here's a continuing business self-improvement course that teaches you the skills you must have for success.

Designed for men who simply do not have the time to attend college courses and extensive seminars, THE EXECUTIVE'S WORKSHOP is the perfect way for you to acquire these skills with a minimum of time and money.

For charter enrollees, the cost is only \$1.50 per month. This includes all the teaching materials and the two special vinyl-leather binders.

May I urge you to act now. THE EXECUTIVE'S WORKSHOP goes into the mails with the first monthly portfolio of lessons in only three weeks. Sign the enclosed card and we will begin your subscription immediately.

Sincerely,

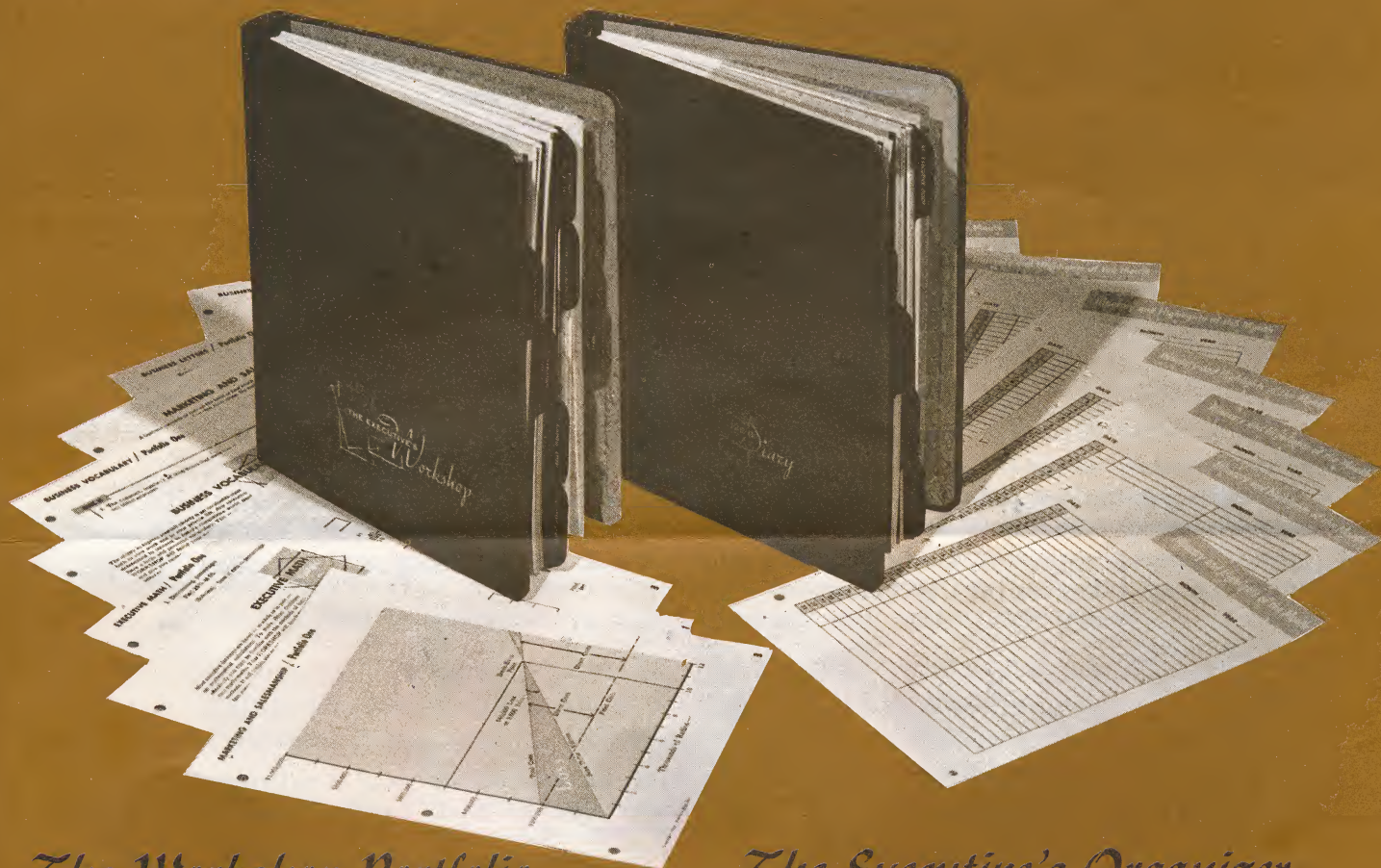
David M. Atwood

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THE BUREAU OF BUSINESS PRACTICE

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"THE EXECUTIVE'S WORKSHOP"



The Workshop Portfolio— Section One

- 12 Powerful Monthly Lessons
- Self-Grading and Self-Testing
- Covers 8 Critical Areas
- Designed by Top Executives

The Executive's Organizer— Section Two

- Organizes Your Time
- Puts Key Data at Your Finger Tips
- A Permanent Desk Reference
- Confidential Fact File

ENROLLMENT CARD

This card brings you "THE EXECUTIVE'S WORKSHOP," the most valuable new concept in self-training for men rising in management.

"THE EXECUTIVE'S WORKSHOP"

THE BUREAU OF BUSINESS PRACTICE WATERFORD • CONNECTICUT

Please begin my one-year subscription to THE EXECUTIVE'S WORKSHOP, the new, continuing instruction course. It comes to me once every month at the low cost of just \$1.50 per month, plus a few cents postage and handling.

Name		Signed	
Firm			
Address			
City	State	Zip	
☐ Bill Me		☐ Bill My Company	